



KERMIT LYNCH WINE MERCHANT

For Immediate Release

September 26, 2012

PIONEERING BERKELEY WINE IMPORTER KERMIT LYNCH WINE MERCHANT TO CELEBRATE FORTY YEARS OF BUSINESS IN OCTOBER 2012

SPECIAL EVENT TO BE HELD AT KERMIT LYNCH WINE
MERCHANT BERKELEY RETAIL SHOP, OCTOBER 27, FEATURING
THE FOOD OF LOCAL CHEF, CHRISTOPHER LEE

In 1972, with a \$5,000 loan, writer/musician Kermit Lynch opened Kermit Lynch Wine Merchant with thirty-five cases of wine stacked on the floor. Attracted by the Old World wine cultures of Europe, Kermit became a retailer, distributor, and national importer for authentic wines that express their *terroir*. Much like his close friends, the late food writer Richard Olney and Chez Panisse's founder Alice Waters, Kermit's influence has been enduring.

Over the past forty years, Kermit has maintained a steadfast ethic and vision behind his imports, choosing to eschew trends and finding success in building long-term relationships with his producers (many of whom he has imported for twenty or thirty years), and finding great value, as he puts it, when he "looked where no one else was looking."

On Saturday, October 27, from 11 A.M. to 4 P.M., Kermit, along with chef Christopher Lee, former head chef of Chez Panisse and Eccolo restaurants, and Suzanne Drexhage of Bartavelle Coffee & Wine Bar, will host an event of grand proportions to celebrate great food and wine. Kermit says of this milestone, "Can you remember 1972 when nobody had ever heard of Chinon, Bandol, or Morgon? We've come a long way since then and the wine world has opened up with a warm embrace for great talents from previously unheralded wine regions. And our courageous clientele made it happen and expand outward from good ol' Berkeley."

About Kermit Lynch Wine Merchant: Kermit Lynch Wine Merchant is an importer, retailer, wholesaler, and distributor of fine wine from France and Italy, headquartered in Berkeley, California. Soon after founding his eponymous retail shop in 1972 in Albany, California, Kermit Lynch began exclusively selling his own imports. Kermit Lynch Wine Merchant purchases wines directly from winegrowers, focusing on small producers whose wines express the authentic style of their native region.

For more information, please contact Clark Z. Terry at Kermit Lynch Wine Merchant, 510.524.1524 x15, clarkt@kermitlynch.com

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